

REMARKS

Reconsideration of this application, as amended, is requested. Claims 1-26 and 29-42 remain in the application. Claims 1, 2, 3, 5, 13, 15, 16, 17, 19, 20, 21, 22, 23, 24, 25, 26, 29, 30, 31, and 32 have been amended. Independent claims 1 and 13 have been amended to essentially include the limitations of claims 27 and 28. Accordingly, claims 27 and 28 have been cancelled. Therefore, it is respectfully submitted no new matter has been added by these claim amendments.

Claims 5, 19 and 21 were objected for minor informalities as stated on page 2 of the Office Action dated February 22, 2007.

Claims 5, 19 and 21 have been amended and it is respectfully submitted the claims amendments overcome the objections.

Claims 1-42 were rejected under 35 USC 102(e) as being anticipated by U.S. Patent Application Publication No. 2002/0078456 to Hudson et al. (hereinafter Hudson) as set forth on pages 3-13 of the Office Action dated February 22, 2007. In regards to claim 1, the Examiner asserted the generating step, associating step, identifying step, playing step and receiving step of claim 1 are disclosed in FIG. 4 of Hudson. In regards to the "identifying at least a time marker of said media selection at a time that corresponds receipt of said user input" step of claim 1, the Examiner asserted this step is disclosed in at least paragraph [0033] and by item 500 in FIG. 5 of Hudson. Furthermore, in regards to the "correlating said time marker with said time data of said enhancement registry and activating said communicative link in response thereto" step, the Examiner pointed to paragraph [0033] of Hudson and states "it is noted that the claimed *time data* is interpreted to read on Hudson's time code marker embedded in the video stream".

Hudson is directed to a system and method for interacting with video by displaying one or more interface links associated with video content being displayed, pausing the video content when an interface link is interacted with, allowing the user to view ancillary content the interface link is linked to over a network, and un-pausing the video content after the user elects to continue viewing the video content. The interface links are delivered to the user with the video content. The interface links "may be delivered separately from the video stream such that the links overlay the video stream content when displayed to the user (a "floating" interface link), or the interface links may be embedded in the video stream itself" (see paragraph [0011] and [0030]-[0032] of Hudson). Therefore, in one form or another, the interface link must be delivered or sent to the user before a user can interact with the link.

Amended claim 1 is directed to a method of enhancing existing media content Including "a) generating and storing an enhancement registry for a media selection ..., said enhancement registry including at least one time data associated with said media selection and at least one communicative link to additional materials, wherein each of said at least one communicative links is associated with a different time data associated with said media selection; b) associating a media storage medium containing said media selection with a corresponding media player; c) associating said media selection with time markers related to the stages of said media selection; d) playing the media selection ...; e) receiving a user input and identifying the time of receipt; f) identifying the time marker of said media selection that corresponds to the time of receipt of said user input; and g) correlating said identified time marker with one of said at least one time data of said enhancement registry and activating said communicative link associated with said one of

said at least one time data in response thereto ...". Thus, the method of amended claim 1 activates a communicative link in an enhancement registry in response to "receiving a user input", by "identifying the time marker" associated with a media selection "that corresponds to the time of receipt of said user input;" and correlating the identified time marker with "at least one time data of said enhancement registry and activating said communicative link associated with said at least one time data". Hudson does not disclose receiving a user input and then identifying a time of the user input to determine a communicative link associated with that time of the media selection. In paragraph [0033] of Hudson, Hudson discloses using time code markers to determine when to display or to deliver an interface link to a user, i.e., "one or more interface links may appear or disappear based on time elapsed". The time code markers of Hudson are not used, in response to a user input, as a look-up mechanism to activate a communicative link of an enhancement registry in the manner of the claimed method. Hudson's "time code markers" are used to enable the "interface links" to be responsive to a user input, and without their action the links are ineffective and produce no response to the input. In contrast, the claimed time markers, which are distinct from the claimed "time data", are directly responsive to a user input and produce the delivery of additional materials to the user, through their correlation with the time data and communicative links of an enhancement registry. No additional enabling is involved as in Hudson. It should be noted further that the correlation is accomplished using the claimed "time data" which also functions entirely differently from the functioning of Hudson's "time code markers embedded in the video stream." Therefore, it is respectfully submitted that the claimed method differs essentially from the teaching of Hudson so that amended claim 1 is patentably distinct and not

anticipated by Hudson. Furthermore, it is respectfully submitted that dependent claims 2-12, depending directly or indirectly from amended claim 1, are patentable for at least the reasons stated above in regard to amended claim 1.

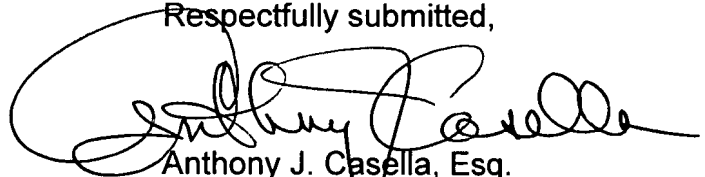
Amended claim 13 is directed to a media enhancement system including “a) a media player structured to deliver a media selection to a user; b) an enhancement registry associated with said media selection, said enhancement registry including at least one time data associated with said media selection and at least one communicative link to additional materials, wherein each of said at least one communicative links is associated with a different one of said time data; c) a user interface operatively associated with said media player and structured to receive a user input at least during delivery of said media selection by said media player; d) said media player structured to receive an indication from said user interface of the time of receipt of a user input to identify a time marker associated with said media selection that corresponds to the time of receipt of said user input; and e) an activation assembly structured to access said enhancement registry, identify one of said at least one communicative links based on correlating the identified time marker with an associated time data and to correspondingly activate said identified communicative link for delivery of said additional materials to the user” (Emphasis added).

Amended claim 13 now includes the limitations of claims 27 and 28. When rejecting claim 28, the Examiner asserted paragraph [0042] of Hudson discloses “wherein each of said communicative links is associated with a different time marker of said media selection, said activation assembly identifying a corresponding one of said communicative links in response to said user input”. Paragraph [0042] of Hudson merely discloses that a sub-page of an interactive link may contain video assets, examples are given. However,

Hudson does not disclose "an activation assembly structured to access said enhancement registry, identify one of said at least one communicative links based on correlating the identified time marker with an associated time data and to correspondingly activate said identified communicative link for delivery of said additional materials to the user", where the time marker corresponds to the time of receipt of a user input. Hudson merely discloses a system obtaining user inputs by displaying or delivering interface links to a user based on elapsed time without any suggestion of the use of an enhancement registry or an activation assembly or their interaction. Therefore, it is respectfully submitted amended claim 13 is patentably distinct and not anticipated by Hudson. Furthermore, it is respectfully submitted that dependent claims 14-26 and 29-42, depending directly or indirectly from amended claim 13, are patentable for at least the reasons stated above in regard to amended claim 13.

In view of the preceding amendments and remarks, it is submitted that the claims remaining in the application are directed to patentable subject matter, and allowance is solicited. The Examiner is urged to contact applicant's attorney at the number below if the Examiner believes a telephone or personal interview would facilitate the prosecution of this application.

Respectfully submitted,



Anthony J. Casella, Esq.
Atty. Reg. No. 24,095
Customer No. 001218
CASELLA & HESPOS LLP
274 Madison Avenue - Suite 1703
New York, NY 10016
Tel. (212) 725-2450
Fax (212) 725-2452

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